



NO & LOW COST ADVERTISING/MARKETING OPPORTUNITIES

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Electronic Marketing



Montana Office of Tourism has developed and hosts a number of websites that provide information about Montana's travel opportunities including accommodations, attractions, tourism services and events statewide. The free listings include detailed descriptions, directions, six images and active links to a business' website and email. Montana Office of Tourism's visitor information website addresses are: VisitMT.com and WinterMT.com.

A new promotional tool is our mobile version of VisitMT.com (m.visitmt.com) which gives visitors an on-the-ground comprehensive list of Montana tourism businesses at their fingertips as well as providing the most up-to-date real time information. In addition to being viewable on our Web sites, listings are used extensively by the Montana Office of Tourism's call center travel counselors at 1-800-VISITMT (847-4868).



You've all heard that a customer's positive comment is worth money in the bank. Invite your customers, clients and guests to post a comment or photo about their favorite place to Eat, Stay or Play onto www.GetLostMT.com. This "Insider's Guide to Montana" is geared towards locals telling locals what to experience in Montana, so please, understand that posting your own business information affects the genuineness of all the content on the site. Please do not post on your own behalf. Help it remain authentic and let others 'speak' for you.

Notes

JAN WIRAK
Web Content
Specialist

406-841-2788
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SUSAN BUHR
Marketing Coordinator

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Additional Contacts

Publicity & Photography



The Montana Office of Tourism's publicity program works with both national and international travel media to cultivate editorial coverage of Montana in all forms of media (print, internet, broadcast – TV and radio). One mechanism for doing this is to conduct escorted media or press trips

organized around activities and notable events or focused on a tourism region or community and its offerings. The publicity office works closely and cooperatively with the regions, CVBs and Montana tourism-related businesses to identify appropriate tours and secure complimentary or discounted services during these trips. The goal is to conduct a minimum of one media tour in each of the state's tourism regions yearly.

Other publicity opportunities involve providing one-on-one logistical and financial support to broadcast, internet and print media with assigned stories/articles on Montana. Tourism-related businesses can once again get involved with providing complimentary or discounted services. The benefit to working with the media at any level is the potential coverage that can result for your business.

The Montana Office of Tourism maintains a stock photo library for use in the office's publications and websites, as well as regional and CVB guides. The photos are also available for media use as visual support for Montana stories. Opportunities exist for communities as well as individual businesses to work with the staff photographer to have their communities or services and/or facilities included in the photo library.

DONNIE SEXTON
Media Relations
Staff Photographer

406-841-2897
FAX 406-841-2871
dsexton@mt.gov

Notes

Additional Contacts

National & Regional Co-op Advertising



The Montana Office of Tourism's consumer marketing program develops advertising and marketing campaigns to promote Montana as a unique vacation destination. Part of this program includes co-op marketing.

Co-op or partnership marketing opportunities are advertising or promotional opportunities that the Montana Office of Tourism "anchors." The Montana Office of Tourism encourages private- and public-sector tourism and recreation partners to participate by offering a variety of affordable media placement opportunities (usually \$1,000 - \$10,000). The collective leveraging of resources increases impact and improves visibility of the Montana message. It also provides smaller-budget entities with more affordable advertising opportunities, including matches, to very targeted national and regional audiences. Advertising opportunities vary and may include online, magazine, newspaper, radio or event presence. Past opportunities included TripAdvisor.com, Ski and Backpacker magazines.

For more information on current or upcoming co-op marketing opportunities, visit our co-op website at www.montanatourismcoops.com.

RIANA DAVIDSON
Consumer Marketing
Manager

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FAX 406-841-2871
rdavidson@mt.gov

Notes

Additional Contacts

Social Media



The Montana Office of Tourism social media is an extension of the consumer marketing program. The content that is shared on Montana's social channel focuses on increasing awareness of Montana as a travel destination, with a particular emphasis on highlighting Montana's brand pillars.

We are also looking for collaboration within Montana's tourism community by monitoring, sharing and liking social media efforts from partners. Please email Riana with content suggestions for the Montana social channels or check in with her for details on other content strategy campaigns underway.

www.facebook.com/VisitMontana

www.twitter.com/VisitMontana

www.flickr.com/groups/VisitMontana

www.youtube.com/MTbackroads

www.instagram.com/visitmontana#

montanamoment.tumblr.com

RIANA DAVIDSON
Social Media Manager

406-841-2948
FAX 406-841-2871
rdavidson@mt.gov

Notes

Additional Contacts

Sweepstakes, Giveaways & Promotional Trips



In addition to print ads and online media buys, the Montana Office of Tourism has developed several creative campaigns featuring trips throughout Montana. Past promotional campaigns include “Experience a National Park” in cooperation with National Geographic, “Sled the Rockies” focusing on winter recreation and “Get Lost (in Montana)” an in-state campaign geared towards Montana residents.

While the Montana Office of Tourism promotes the trip in advertising and typically pays for transportation costs, low-cost marketing partnership opportunities from Montana businesses include donating or discount lodging, activities, passes or merchandise. All sponsors, if possible, receive a listing on a promotional website and links. Additional exposure may include listings in press releases, newsletter mentions, leads and the overall “goodwill” generated from the winners experience.

SUSAN BUHR
Marketing Coordinator

406-841-2899
FAX 406-841-2871
sbuhr@mt.gov

Notes

Additional Contacts

U.S. and Canadian Motorcoach Travel



The Montana Office of Tourism promotes Montana as a destination to key motorcoach tour operators, wholesalers, travel agencies and media. We attend key travel trade shows, host familiarization (fam) tours and establish ongoing personal contact with targeted tour operators, wholesalers, travel agents and media.

Leads gathered are available free of charge to all Montana tourism suppliers. To receive this information contact Marlee Iverson.

Private sector participation and hosting of familiarization or “fam” tours is welcome, appreciated and effective! Complimentary lodging, meals, activities, or discounted services are requested.

www.MontanaGroups.com

MARLEE IVERSON
Travel Trade Manager

406-841-2895
FAX 406-841-2871
miverson@mt.gov

Notes

Additional Contacts

Overseas Marketing Programs



The Montana Office of Tourism promotes Montana as a destination to the United Kingdom, Germany, France, Benelux, Italy, Scandinavia, Australia and Japan. The European program promotes Montana, South Dakota, Wyoming and Idaho through activities coordinated by Rocky Mountain International (RMI). The Japan program is handled through the Montana Commerce Department's Trade Office in Kumamoto, Japan.

In all markets, we work with key tour operators, wholesalers, travel agencies and the media to establish Montana itineraries for groups and FITs (Foreign Independent Travelers), while assisting Montana businesses in their marketing efforts overseas. We attend key international travel trade shows, host familiarization (fam) tours, conduct cooperative advertising ventures with other RMI states. Along with the distribution of brochures and videos, we maintain ongoing personal contact with targeted tour operators, wholesalers, travel agents and media.

Leads gathered at the trade shows are available free of charge to all Montana tourism suppliers through our intranet website: www.travelmontana.mt.gov, click on Our Programs, then Overseas, scroll down to the password protected area and type the password: overseas.

Private sector participation and hosting of familiarization or "fam" tours is welcome, appreciated and effective! Complimentary lodging, meals, activities, or discounted services are requested. European travel trade and media representatives are brought here annually through the RMI RoundUp (www.rockymtnintl.com), offering a cost-effective way to investigate or continue your international marketing efforts.

MARLEE IVERSON
Travel Trade Manager

406-841-2895
FAX 406-841-2871
miverson@mt.gov

Notes

Additional Contacts

Tourism Workshop Outreach



The Montana Department of Commerce Office of Tourism (MTOT) launched its free tourism and brand workshop, entitled “Coming Together to Expand Montana’s Tourism Story,” in February 2012 and continues to offer the workshop to interested communities.

This workshop is an outreach effort to assist Montana businesses in bolstering their ability to attract and retain visitors to their area. In addition, sessions about social media sites and best practices as well as navigating MTOT websites VisitMT.com and GetLostMT.com are included. The workshop begins at 9:00 a.m. and concludes at 4:00 p.m. and offers a complimentary lunch provided by the Montana Office of Tourism.

An overview of MTOT’s efforts in supporting and promoting tourism statewide as well as brainstorming sessions to discuss how the area can draw more visitors annually are also provided. MTOT will share recommendations on how to increase tourism to the area surrounding the workshop location garnered in part from input provided during the brainstorming sessions. In addition, a recap of the MTOT road trip of the area prior to the workshop will be shared. A social media team comprised of MTOT staff and the tourism region director spend three to four days traveling in the region prior to the workshop, gathering information about attractions, activities, restaurants, and the like, to highlight on Montana’s Facebook (www.facebook.com/visitmontana) and Twitter (twitter.com/visitmontana) pages.

PAM GOSINK
Sales and Constituent
Services Manager

406-841-2894
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pgosink@mt.gov

Notes

Additional Contacts

Montana Film Office

Website



Communities and individuals are encouraged to submit photos of their towns or unique locations for consideration for the Film Office's website. Photos uploaded to the Reel-Scout database are available to interested productions.

NIK GRIFFITH
Multimedia &
Public Relations

406-841-2879
FAX 406-841-2877
ngriffith@mt.gov

A designated contact for each location is required for posting. Unique submissions are encouraged; however, submission does not guarantee placement on <http://www.montanafilm.com>.

The Montana Film Office lists film festival "Calls for Entries," public screenings, film events, casting and crew calls. All communities are encouraged to connect with the film office for assistance in marketing film-related events, festivals and competitions on MontanaFilm.com.

The film office Facebook, Twitter, and Instagram pages are great places to post and interact with film events from all across state. Interested parties should send content ideas and requests to the film office.

www.facebook.com/MontanaFilmOffice

Twitter - [@MTFilmOffice](https://twitter.com/MTFilmOffice)

Notes

Additional Contacts

Montana Film Office Reel-Scout Location Database



Montana's unique locations offer many different options for productions looking to shoot here. Property owners who would like to make their location available for shoots may do so through the [Montana Film Office Reel-Scout Database: http://mt.reel-scout.com/loc_search.aspx](http://mt.reel-scout.com/loc_search.aspx). The

film office maintains a database of more than 2,500 film-friendly locations. All locations must have a local contact and unique submissions are always encouraged. Submission does not guarantee placement in the database.

JOHN ANSOTEGUI
**Location Scout &
Project Coordinator**

406-841-2883
FAX 406-841-2877
jansotegui@mt.gov

Montana Film Office Reel-Scout Crew & Support Services Database

The Montana Film Office offers free listings for production-related businesses and individuals who offer production related services or experience. Suggested services can include hotels, catering, event rentals (tents, stages, sound and light reinforcement) and mobile bathroom facilities, etc. To register for the Montana Film Office Crew & Support Services Online Directory visit http://mt.reelscout.com/crew_registration.aspx.

RACHEL GREGG
Crew Liaison

406-841-2876
FAX 406-841-2877
montanafilm@mt.gov

Notes

Additional Contacts

Special Event Grant Program



The Special Events Grant Program (SEGP) helps communities and organizations diversify Montana's tourism product by developing and enhancing community-based tourism festivals and "hallmark" events. Grant funds are available for event marketing and promotion.

This is a competitive grant process with matching fund requirements. Applications are available in June with the application deadline in mid-October. The SEGP funding pool is currently \$200,000.

CAROL CROCKETT
Visitor Services
Manager

406-841-2796
FAX 406-841-2871
ccrockett@mt.gov

Tourism E-Marketing Technology Grant

The purpose of the Tourism E-Marketing Technology Grant is to assist Montana businesses improve their competitive e-marketing position within the tourism industry. This is a competitive grant process. Applications are available in August with the application deadline in mid-December. The Tech Grant funding pool is currently \$200,000.

Notes

Additional Contacts

MTOT Visitor Information Center (VIC) Program



MTOT's VIC Program goals are to increase visitors' length of stay and enhance the quality of their experiences while in Montana. The VIC Program achieves these goals by ensuring Montana visitors are provided with the most up-to-date travel information delivered by highly trained travel counselors. For more on

the 2014 VIC Program, contact Carol Crockett.

CAROL CROCKETT
Visitor Services
Manager

406-841-2796
FAX 406-841-2871
ccrockett@mt.gov

Notes

Additional Contacts



AAA operates club branches all around the country. The seven AAA MountainWest branches are one resource for getting information out to the nation's other club branches. The AAA MountainWest branches are used as an information resource by the out-of-state club branches for club members interested in what there is to see and do in Montana. The AAA MountainWest staff use the Montana Office of Tourism's publications in addition to the AAA publications and internet resources listed below. The Montana branch locations are listed below:

AAA MOUNTAINWEST BRANCHES

HELENA/HEADQUARTERS

Helena/Headquarters
2100 11th Ave
Helena, MT 59601
406-447-8100

Great Falls
1520 3rd St. NW Ste. G
Great Falls, MT 59404
406-727-2900

Hamilton
1265 N. 1st St. Unit B
Hamilton, MT 59840
406-363-3407

Billings
3220 4th Ave N.
Billings, MT 59101
406-248-7738

Kalispell
135 Hutton Ranch Rd, Ste 106
Kalispell, MT 59901
406-758-6980

Missoula
1200 S. Reserve, Suite B
Missoula, MT 59801
406-829-5500

Bozeman
1530 N. 19th Ave, Ste B
Bozeman, MT 59718
406-586-6156

TOUR BOOK: Statewide accommodation, attraction, activity and event information. Updated every two years. State club branches are provided text for review, updating and editing.

www.AAA.com

Website which includes state and community travel and calendar of event information. For calendar of events, send information electronically to kkelly@mtw.aaa.com.

VIA (MT/WY/AK edition): A calendar of events is published in this magazine sent to AAA members in Montana, Alaska and Wyoming. This publication is published four times a year and is working four months ahead on editions so providers must get information to them with that lead time in mind. Example: To be considered for the Spring issue, event notices must be received by January 1. Email details to kkelly@mtw.aaa.com or mail to Events Editor, VIA, 1900 Powell Street, Ste. 1200, Emeryville, CA 94608. For more information, contact Kaelyn Kelly email: kkelly@mtw.aaa.com, or the Helena address listed above.

Montana Tourism Regions



Each of Montana's six official tourism regions produce travel guides, provide visitor information through websites, conduct consumer marketing and publicity campaigns and other marketing activities. Contact your tourism region and see how they can assist you.

Glacier Country
(Western Montana)
4825 Kendrick Place, Suite 101
Missoula, MT 59808
532-3234, 800-338-5072
gcoffice@montana.com
www.GlacierMT.com

Southwest Montana
1105 Main St.
Deer Lodge, MT 59722
846-1943, 800-879-1159
info@southwestmt.com
www.Goldwest.VisitMT.com

Central Montana
PO Box 3166
Great Falls, MT 59403
761-5036, 800-527-5348
gfisher@bresnan.net
www.Russell.VisitMT.com

Missouri River Country
(Northeast Montana)
PO Box 118
Fort Peck, MT 59223
653-1319, 800-653-1319
2mtmrc@nemontel.net
www.MissouriRiver.VisitMT.com

Southeast Montana
PO Box 31177
Billings, MT 59107-1177
245-4111, 800-346-1876
john@billingschamber.com
www.CusterCountry.com

Yellowstone Country
(Southcentral Montana)
PO Box 3048
Bozeman, MT 59772-3048
556-8680, 800-736-5276
robin@yellowstonecountry.net
www.YellowstoneCountry.net

Montana Convention & Visitor Bureaus (CVB)



Each of Montana's 12 official convention and visitor bureaus produce guides and/or brochures, provide visitor information through websites and staffed centers, conduct consumer marketing and publicity campaigns and other marketing activities. Contact your area CVB and see how they can assist you.

BIG SKY CVB

Box 160100
Big Sky, MT 59716
406-995-3000

kitty@bigskychamber.com
www.bigskychamber.com

GREAT FALLS CVB

1106 9th Street South
(P.O. Box 3208)
Great Falls, MT 59403-3208

800-735-8535
admin@gfcvb.com
www.gfcvb.com

DESTINATION MISSOULA

140 North Higgins,
Suite 202
Missoula, MT 59802

406-532-3250
director@destinationmissoula.org
www.destinationmissoula.org

BILLINGS CVB

Box 31177
Billings, MT 59107
406-245-4111

john@billingschamber.com
www.visitbillings.com

HELENA CVB

225 Cruse, Suite A
Helena, MT 59601
406-447-1530

mmergenthaler@helenachamber.com
www.gotohelena.com

SIDNEY CVB

909 South Central
Sidney, MT 59270
406-433-1916

schamber2@midrivers.com
www.sidneymt.com

BOZEMAN CVB

2000 Commerce Way
Bozeman, MT 59715-7500
406-586-5421

dschliem@bozemanchamber.com
www.bozemancvb.com

KALISPELL CVB

15 Depot Park
Kalispell, MT 59901
406-758-2800

dianem@kalispellchamber.com
www.discoverkalispell.com

WEST YELLOWSTONE CVB

P.O. Box 458
West Yellowstone, MT 59758
406-646-7701

director@destinationyellowstone.com
www.destinationyellowstone.com

BUTTE CVB

1000 George
Butte, MT 59701
406-723-3177

mariap@buttecvb.com
www.buttecvb.com

MILES CITY CVB

511 Pleasant
Miles City, MT
406-234-2890

mcchamber@mcchamber.com
www.milescitychamber.com

WHITEFISH CVB

231 First Street
(Mail: P.O. Box 4232)
Whitefish, MT 59937

406-862-3390
dylan@explorewhitefish.com
www.explorewhitefish.com